



WTIC-TV

## ORDER

Print Date 10/15/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 398241 - 2

Original Date / Revision  
10/15/12 10/15/12

Advertiser Democratic Senatorial Campaign

Agency Great American Media

Buying Contact

3050 K St NW  
Washington, DC 20007

Product

DSCC IE 10/16-10/22

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2050

Alt Order # 06372126

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 22% Market Value 277272

Competing Station	% of Order	Amount
2WCCT	1%	2772
3WFSB	21%	58227
4WVIT	18%	49909
5WTNH	38%	105363
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	66	\$51,850.00	\$61,000.00	0.00	10/01/12	10/22/12	66	\$51,850.00	\$61,000.00
Totals	66	\$51,850.00	\$61,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/16/12	10/19/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4			\$200.00			0.00			
2	61	10/16/12	10/19/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		2			\$1,800.00			0.00			
3	61	10/16/12	10/19/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4			\$200.00			0.00			
4	61	10/16/12	10/19/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	4	\$200.00	02	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4			\$200.00			0.00			
5	61	10/16/12	10/19/12		CM	3p-4p	- TWTF - -	:30	4	\$300.00	02	0.00	NM	4	\$1,200.00



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Contract / Revision **398241 - 2** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE 10/16-10/22**Estimate # **2050**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3p-4p											
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$300.00		0.00						
6	61	10/16/12	10/19/12	M-F 4p-5pm	CM	4p-5p	- TWTF- -	:30	4	\$425.00	02	0.00	NM	3	\$1,275.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	61	10/15/12-10/21/12		M-F 4p-5pm	4p-5p		- TWThF- - - -	:30		<del>(\$425.00)</del>		0.00	NM		
Unresolved															
[PROGRAM CHANGE]															
7	61	10/16/12	10/19/12	M-F 6p-630p	CM	6p-630p	- TWTF- -	:30	4	\$650.00	02	0.00	NM	3	\$1,950.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	61	10/15/12-10/21/12		M-F 6p-630p	6p-630p		- TWThF- - - -	:30		<del>(\$650.00)</del>		0.00	NM		
Unresolved															
[PROGRAM CHANGE]															
8	61	10/16/12	10/19/12	M-F 6a-7a	CM	6a-7a	- TWTF- -	:30	2	\$400.00	02	0.00	NM	2	\$800.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	2		\$400.00		0.00						
9	61	10/16/12	10/19/12	M-F 630p-7p	CM	630p-7p	- TWTF- -	:30	4	\$650.00	02	0.00	NM	4	\$2,600.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$650.00		0.00						
10	61	10/16/12	10/19/12	M-F 7p-730p	CM	7p-730p	- TWTF- -	:30	4	\$1,000.00	02	0.00	NM	4	\$4,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$1,000.00		0.00						
11	61	10/16/12	10/19/12	M-F 7a-8a	CM	7a-8a	- TWTF- -	:30	4	\$400.00	02	0.00	NM	4	\$1,600.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$400.00		0.00						
12	61	10/16/12	10/19/12	M-F 730p-8p	CM	730p-8p	- TWTF- -	:30	4	\$1,300.00	02	0.00	NM	3	\$3,900.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	61	10/15/12-10/21/12		M-F 730p-8p	730p-8p		- TWThF- - - -	:30		<del>(\$1,300.00)</del>		0.00	NM		
Unresolved															
[MLB Coverage]															
13	61	10/16/12	10/19/12	M-F 8a-9a	CM	8a-9a	- TWTF- -	:30	3	\$350.00	02	0.00	NM	3	\$1,050.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	3		\$350.00		0.00						
14	61	10/16/12	10/19/12	M-F 9a-10a	CM	9a-10a	- TWTF- -	:30	4	\$150.00	02	0.00	NM	4	\$600.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF- -	4		\$150.00		0.00						



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Contract / Revision **398241 - 2** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC IE 10/16-10/22**Estimate # **2050**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$10,000.00	02	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$10,000.00		0.00			
18	61	10/17/12	10/17/12	Wed Prime Rotator X-Factor	CM	8p-10p	--1----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----					1	\$6,000.00		0.00			
19	61	10/22/12	10/22/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$200.00		0.00			
20	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,800.00		0.00			
21	61	10/22/12	10/22/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$200.00		0.00			
22	61	10/22/12	10/22/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$200.00		0.00			
23	61	10/22/12	10/22/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$300.00		0.00			
24	61	10/22/12	10/22/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$425.00	02	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$425.00		0.00			
25	61	10/22/12	10/22/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$650.00		0.00			
26	61	10/22/12	10/22/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$400.00		0.00			
27	61	10/22/12	10/22/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$650.00		0.00			
28	61	10/22/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,000.00		0.00			
29	61	10/22/12	10/22/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$400.00		0.00			



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Contract / Revision     **398241 - 2**   Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision   10/15/12/   10/15/12Order Sep   00:15:00Advertiser   **Democratic Senatorial Carr**   Product **DSCC IE 10/16-10/22**Estimate #   **2050**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	61	10/22/12	10/22/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$400.00		0.00			
30	61	10/22/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$1,300.00		0.00			
31	61	10/22/12	10/22/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$350.00		0.00			
32	61	10/22/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-----					1	\$150.00		0.00			
N33	61	10/17/12	10/17/12	NLCS on FOX NLCS	CM	330-7p	--2----	:30	2	\$6,000.00	02	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--2----					2	\$6,000.00		0.00			
Totals														66	\$61,000.00